Fit Fun

ADVENTURES

INM 410 SCC - INTERACTIVE PROJECT MANAGEMENT - GROUP 3

Cecilia Holzmann | Natalie Moc | Eduardo Perez | Taemin Kim | Paggie Hsu

INTRODUCTION

Childhood obesity is a growing concern, driven by over screen time, unhealthy eating habits, and a lack of physical activity, putting children aged 5 to 12 at risk of long-term health issues like diabetes and heart disease. To address this, our team is developing a mobile app that promotes healthy habits through gamified activities and interactive lessons, encouraging children to stay active, make better food choices, and build sustainable wellness habits in a fun and engaging way.

This client brief outlines the app's key objectives, target audience, features, and overall strategy for creating an innovative digital solution that encourages children to take control of their health while making fitness and nutrition enjoyable.

ABOUT THE ORGANIZATION

TV Ontario (TVO) is a publicly funded educational media organization in Canada, dedicated to producing high-quality educational content for children, parents, and educators. As an agency of the Ministry of Education of Ontario and a non-profit charitable organization, TVO is committed to providing equitable, accessible, and research-driven learning experiences for diverse communities across the province.

TVO operates across multiple digital platforms, offering a range of educational content that aligns with the Ontario curriculum and supports lifelong learning.

Some of its key initiatives include:

- TVO Today – A platform for in-depth journalism, documentaries, and podcasts that explore social issues and inspire community-driven solutions.
- TVO Learn – Online learning resources developed by educators, covering kindergarten to grade 12 curriculum topics.
- TVO ILC – The largest online high school in Ontario, providing flexible learning opportunities for students pursuing credits or a diploma.
- TVOkids – Award-winning, child-friendly educational content, including videos, games, and interactive activities designed in consultation with Ontario educators.

TVO's core values emphasize collaboration, adaptability, innovation, and diversity. The organization actively promotes health, literacy, and STEM education through engaging media and technology, ensuring that all children have access to tools that foster personal growth and lifelong success.

TARGET AUDIENCE

PRIMARY TARGET AUDIENCE | CHILDREN AGED 5 - 12

The main users of the app are children between 5 and 12 years old, who are at a crucial stage in forming their health and fitness habits. The app is designed to engage them in an interactive way to encourage movement and healthy eating.

DEMOGRAPHICS

- Age Range: 5 to 12 years old.
- Education Level: Kindergarten to elementary school.
- Technology Usage: Regular use of smartphones and tablets
- Location: Canada.

PSYCHOGRAPHICS

- Enjoys games and interactive activities.
- Motivated by visual rewards, achievements, and progress tracking.
- Likely to struggle with motivation for exercise and healthy eating.

PAIN POINTS

- Increased screen time leading to a lack of physical activity.
- Poor knowledge of healthy eating habits.
- May lose interest quickly if the content is not engaging.

NEEDS & SOLUTION

- Gamified activities that encourage movement in a fun way.
- Simple, colorful interface designed for young users.
- Reward-based progress tracking to keep them motivated.
- Interactive lessons on nutrition and exercise.

SECONDARY TARGET AUDIENCE | PARENTS & GUARDIANS

While children will use the app, parents and guardians are the ones who download, approve, and encourage app usage. Their support is important for forming healthy habits at home.

DEMOGRAPHICS

- Age Range: 25-50 years old.
- Role: Parents, guardians, or caregivers of children.
- Technology Usage: Familiar with mobile apps and managing parental controls.

PAIN POINTS

- Difficulty getting their child to stay active and eat healthy.
- Concerns about too much screen time.
- Lack of engaging educational tools to encourage healthy habits.

NEEDS & SOLUTION

- Parental dashboard to track child's progress.
- Time management features to limit app usage.
- Educational content to help form healthy habits at home.

APP ACTIVITIES & OBJECTIVES

MAIN ACTIVITIES

FUN FITNESS CHALLENGES

- Dance-along videos, interactive exercises, and virtual scavenger hunts to keep children engaged.
- Rewards-based challenges where children earn badges, stickers, or virtual pets for completing activities.
- Parents can tailor activity levels to their child's age and ability.

PROGRESS TRACKING & MOTIVATION

- Custom avatars that grow stronger and healthier as children participate in activities.
- Clear, colorful progress reports for parents to monitor their child's exercise and eating habits.
- Parents can set daily goals and reward achievements.

EDUCATIONAL CONTENT & STORYTELLING

- Short animated videos explaining the importance of diet, exercise, and active play.
- Fun quizzes to reinforce learning.
- A "Healthy Hero" narrative tool where children create their own adventure while making healthy choices.

HEALTHY EATING GAMIFICATION

- A food tracking function that allows children to log meals in an interactive way and earn rewards for balanced choices.
- Mini-games teaching portion sizes, good vs. bad foods, and hydration.
- A "Kid-Friendly Recipes" section with animated cooking instructions for enjoyable meal preparation with parents.

OBJECTIVES

The app's goal is to minimize obesity in early children by delivering interesting and informative activities that promote better choices. The main objectives include:

Increase Physical Activity

Encourage at least 30 minutes of daily movement through interactive tasks.

Promote Healthy Eating Habits

Reward healthy meals and encourage home-cooked family meals.

Reduce Screen Time & Promote Active Play

Set screen break reminders and provide non-digital activity prompts.

Make Healthy Habits Enjoyable & Sustainable

Use gamification and storytelling to foster long-term engagement.

NAVIGATION STRUCTURE

The basis of the app structure is as follows, please refer to the document for layout and outline to follow for the structuring. The navigation is designed to be simple and around the ways a child will understand, as well as for parents to assist their children.

- **HOME**
- **ABOUT**
  - Who We Are
  - Our Mission
  - Our Team
  - Who We Work With
  - Partnerships
  - Get In Contact
- **ACTIVITIES**
  - Fitness & Nutrition Challenges
  - Mini-Games
  - Storytelling
- **PROGRESS REPORTS**
  - Child's Achievements
  - Daily & Weekly Reports
  - Recommendations
- **PARENT DASHBOARD**
  - Set Daily Goals
  - Monitor Screen Time
  - Reward System
- **COMMUNITY FORUM**
  - Advice & Tips
  - Expert Q&A
  - Child Engagement Ideas
- **RESOURCES FOR PARENTS**
  - Newsletter
  - Articles
  - Events
  - Tips

APP FEATURES

Our app is designed around these features, the app will not be able to function as intended without all main features. More in depth features may be added or tweaked with more data and information.

- Design Language of app uses a simple design language that is appealing and colourful (see https://www.ilc.org for referencing).
- Forum for sending broad messages to the team; getting in contact with the team
- Scrolling animations while scrolling down on the app, having interesting visuals with a simple art style in order to give visual interest to the homepage. (Use https://www.awwwards.com/inspiration/scroll-animations as an example for scrolling).
- Payment system to allow for people to purchase merchandise for support as well as make donations for the company. Merchandise includes t-shirts, mugs, stickers, colouring books and other products. Services include using Paypal or using a credit card. For donations it would be possible to send monthly or yearly donations at a charge of choice.
- Newsletter will be able to be signed up for via a mailing list as well as being available on the app, this allows for parents to be up to date with what their children have done with the app.
- Calendar shows events and services and can be connected to your Google or Apple calendars to show upcoming events and activities happening in your area.
- Forum environment for users to share advice and tips for things that have worked and other things that need modifying to improve for their children. This allows a community to surround the development of the app, improving chances of users adopting the app in near daily use.

COMPETITOR APPS

While several mobile apps focus on childhood health and fitness, few integrate gamification, parental involvement, and AI-driven personalization as HealthyHabits aims to do. Here are some notable competitors:

Nike Training Club Kids

A fitness app designed for young users, offering fun exercise routines. However, it lacks nutritional guidance and parental monitoring features.

https://www.nike.com/a/get-strong-as-a-family

Fooya!

Developed by FriendsLearn, Fooya! is a mobile health game designed to influence children's eating behaviors and physical activity positively. Through gamified experiences, it educates players about nutrition and encourages healthier lifestyle choices.

https://www.fooya.com/

GoNoodle

An app promoting movement and mindfulness for kids through interactive videos. While engaging, it lacks tracking and personalized habit-building tools.

https://www.gonoodle.com/

Fit Fun Adventures will differentiate itself by offering a comprehensive, gamified health program that combines nutrition, fitness, and parental engagement to promote long-term well-being in children.

DESIGN APPROACH

The visual identity of Fit Fun Adventures should reflect energy, fun, and engagement while being child-friendly and accessible. The color palette, typography, and imagery all play a role in creating a cohesive, vibrant, and user-friendly experience.

VISUAL IDENTITY

The app features bright, playful colors. A deep blue is used for text and headings to ensure readability, while aqua blue highlights interactive elements like buttons and icons. Orange is used for progress indicators and some buttons, adding excitement to the experience. White backgrounds keep the design clean, and the JALDI font is used for its child-friendly, rounded letters. The app also includes images of kids doing exercises, ensuring the content is relatable and diverse.

UX / UI APPROACH

The user experience is centered around simplicity and engagement. The app features large, colorful buttons for easy navigation and simple instructions for each exercise to keep kids engaged.

APP STRUCTURE

The app's structure is intuitive and kid-friendly. The home screen includes buttons for key actions like starting an adventure or viewing progress.

tablet mobile